

ORDER

**KSNV**

Orders
Order / Rev: 105171
Alt Order #: 06839014
Product Desc: Issue
Estimate: 1565
Flight Dates: 08/07/12 - 08/14/12
Original Date / Rev: 08/06/12 / 08/06/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave.
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Patriot Majority
Demographic: A35+
Product Codes: PLI1
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:08:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	55	\$63,700.00	\$54,145.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	55	\$63,700.00	\$54,145.00	0.00
Totals	55	\$63,700.00	\$54,145.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	32%	\$63,700.00
Market	100%	\$199,062.50

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$59,718.75
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$35,831.25
KTUD	1%	\$1,990.62
KVVU	15%	\$29,859.38
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$7,962.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/07/12	08/13/12	Wake Up Early w/ Wagners	CM	430a-5a	MTWT--S	:30	3	\$150.00	1	0.00	NM	3	\$450.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/07/12	08/13/12	M-WT--S			3		\$150.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/07/12	08/13/12	Wake Up Early w/ Wagners Wake Up Early Wagners WAKE UP EARLY W/THE WAGNERS	CM	430a-5a	MTWT--S	:30	3	\$150.00	1	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WT--S		3			\$150.00			0.00			
E 2	KSNV	08/07/12	08/13/12	Wake Up Early w/ Wagners Wake Up Early Wagners WAKE UP EARLY W/THE WAGNERS	CM	430a-5a	MTWT--S	:30	1	\$200.00	1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WT--S		1			\$200.00			0.00			
E 3	KSNV	08/07/12	08/13/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	5-6a	MTWTF--	:30	1	\$400.00	1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTF--		1			\$400.00			0.00			
E 4	KSNV	08/14/12	08/14/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	5-6a	-T-----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----		1			\$400.00			0.00			
E 5	KSNV	08/07/12	08/13/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	5-6a	MTWTF--	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTF--		4			\$400.00			0.00			
E 6	KSNV	08/11/12	08/11/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY NEWS 3 AT SUNRISE 8/4,8/11 only	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-		1			\$350.00			0.00			
E 7	KSNV	08/07/12	08/13/12	Olympics Late News 3 Late News during Olympics 2012 SUMMER OLYMPICS: LATE NEWS 7/	CM	11pm-12:35am	M-WTFSS	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTFSS		4			\$1,000.00			0.00			
E 8	KSNV	08/11/12	08/11/12	Sa-Su Early News Sa-Su Early News KSNV EARLY NEWS	CM	5pm-630pm	-----S-	:30	1	\$650.00	1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-		1			\$650.00			0.00			
E 9	KSNV	08/14/12	08/14/12	M-F Today Show II 3rd Hour M-F Today Show II TODAY SHOW II	CM	9-10a	-T-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----		1			\$500.00			0.00			
E 10	KSNV	08/07/12	08/13/12	M-F Wheel M-F Wheel of Fortune WHEEL OF FORTUNE	CM	7-730pm	MTWTF--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTF--		1			\$1,000.00			0.00			
E 11	KSNV	08/14/12	08/14/12	M-F Wheel M-F Wheel of Fortune WHEEL OF FORTUNE	CM	7-730pm	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----		1			\$1,000.00			0.00			
E 12	KSNV	08/14/12	08/14/12	Rachael Ray Rachael Ray RACHEL RAY	CM	11am-12pm	-T-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----		1			\$325.00			0.00			
E 13	KSNV	08/14/12	08/14/12		CM	12-1230pm	-T-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00

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				Noon News											
				Noon News											
				NEWS 3 AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----					1	\$425.00		0.00			
E 14	KSNV	08/14/12	08/14/12	The Tonight Show	CM	1135p-1237a	-T-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
				Tonight Show											
				TONIGHT SHOW W/ JAY LENO											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----					1	\$425.00		0.00			
E 15	KSNV	08/14/12	08/14/12	M-F Today Show III 4th Hour	CM	10am-11am	-T-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
				Today 4th Hour											
				TODAY SHOW III											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----					1	\$325.00		0.00			
E 16	KSNV	08/07/12	08/13/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
				M-F 6-7a WakeUp w/Wagners											
				WAKE UP WITH THE WAGNERS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTF--					4	\$700.00		0.00			
E 17	KSNV	08/07/12	08/13/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
				M-F 6-7a WakeUp w/Wagners											
				WAKE UP WITH THE WAGNERS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTF--					1	\$700.00		0.00			
E 18	KSNV	08/07/12	08/13/12	M-F Jeopardy	CM	630-7pm	MTWTF--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
				M-F Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTF--					1	\$1,000.00		0.00			
E 19	KSNV	08/14/12	08/14/12	M-F Jeopardy	CM	630-7pm	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
				M-F Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----					1	\$1,000.00		0.00			
E 20	KSNV	08/07/12	08/13/12	M-F Early News	CM	5-630p	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
				M-F Early News											
				EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTF--					2	\$1,000.00		0.00			
E 21	KSNV	08/14/12	08/14/12	M-F Early News	CM	5-630p	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
				M-F Early News											
				EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----					1	\$1,000.00		0.00			
E 22	KSNV	08/07/12	08/13/12	M-F Early News	CM	5-630p	MTWTF--	:30	6	\$1,000.00	1	0.00	NM	6	\$6,000.00
				M-F Early News											
				EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTF--					6	\$1,000.00		0.00			
E 23	KSNV	08/12/12	08/12/12	Chris Matthews 9:30AM	CM	9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
				Chris Matthews SUN 9:30am											
				CHRIS MATTHEWS SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S					1	\$500.00		0.00			
E 24	KSNV	08/14/12	08/14/12	Dr. Phil	CM	3-4p	-T-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
				Dr Phil											
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----					1	\$450.00		0.00			
E 25	KSNV	08/07/12	08/13/12		CM	4-5pm	MTWTF--	:30	1	\$600.00	1	0.00	NM	1	\$600.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) (4:00 PM-4:30 PM) FIRST NEWS 3 AT FOUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 M-WTF-- 1 \$600.00 0.00															
E 26	KSNV	08/14/12	08/14/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour) (4:00 PM-4:30 PM)		4-5pm	-T-----	:30	1	\$600.00	1	0.00	NM	1	\$600.00
FIRST NEWS 3 AT FOUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -T----- 1 \$600.00 0.00															
E 27	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour) (4:00 PM-4:30 PM)		4-5pm	MTWTF--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
FIRST NEWS 3 AT FOUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 M-WTF-- 1 \$700.00 0.00															
E 28	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour) (4:30 PM-5:00 PM)		4-5pm	MTWTF--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS 4 AT 430P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 M-WTF-- 1 \$700.00 0.00															
E 29	KSNV	08/14/12	08/14/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour) (4:30 PM-5:00 PM)		4-5pm	-T-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS 4 AT 430P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -T----- 1 \$700.00 0.00															
E 30	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour) (4:30 PM-5:00 PM)		4-5pm	MTWTF--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS 4 AT 430P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 M-WTF-- 1 \$700.00 0.00															
E 31	KSNV	08/07/12	08/13/12	Olympics Primetime Olympics Primetime 2012 SUMMER OLYMPICS: PRIME COVERA	CM	7pm-12am	MTWTFSS	:30	4	\$6,000.00	3	0.00	NM	4	\$24,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 M-WTFSS 4 \$6,000.00 0.00															
E 32	KSNV	08/07/12	08/13/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 M-WTF-- 2 \$1,400.00 0.00															
E 33	KSNV	08/07/12	08/13/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 M-WTF-- 1 \$1,400.00 0.00															
E 34	KSNV	08/14/12	08/14/12	Tues PR 8-10p Tuesday Prime 8-10pm AMERICA'S GOT TALENT (O) 8/14-9/4	CM	8-10pm	-T-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -T----- 1 \$4,000.00 0.00															
													Totals	55	\$63,700.00